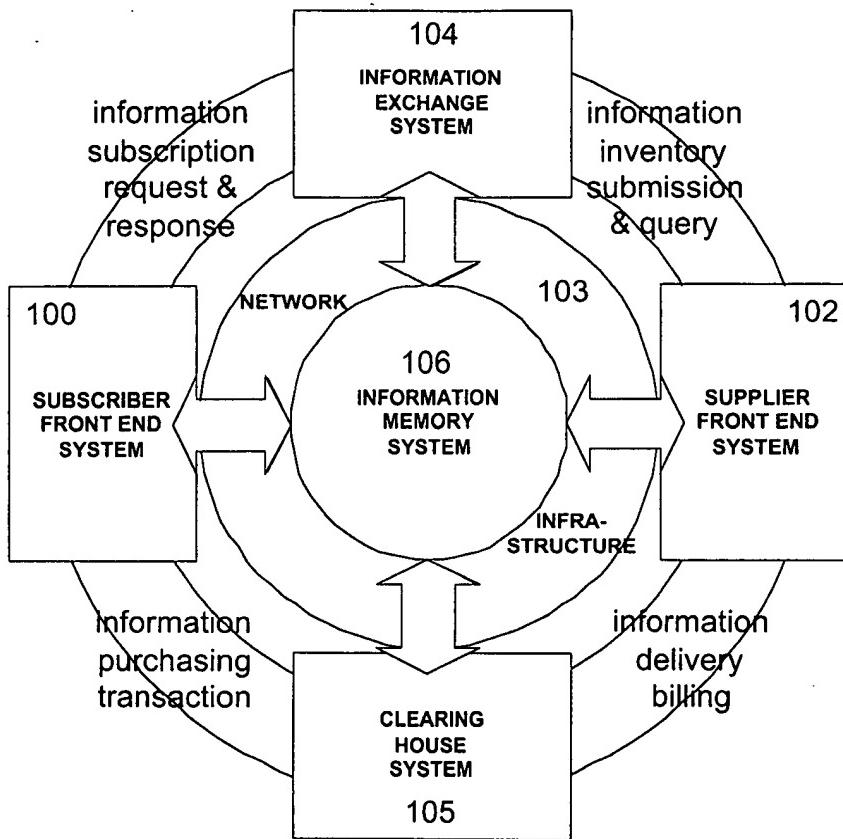
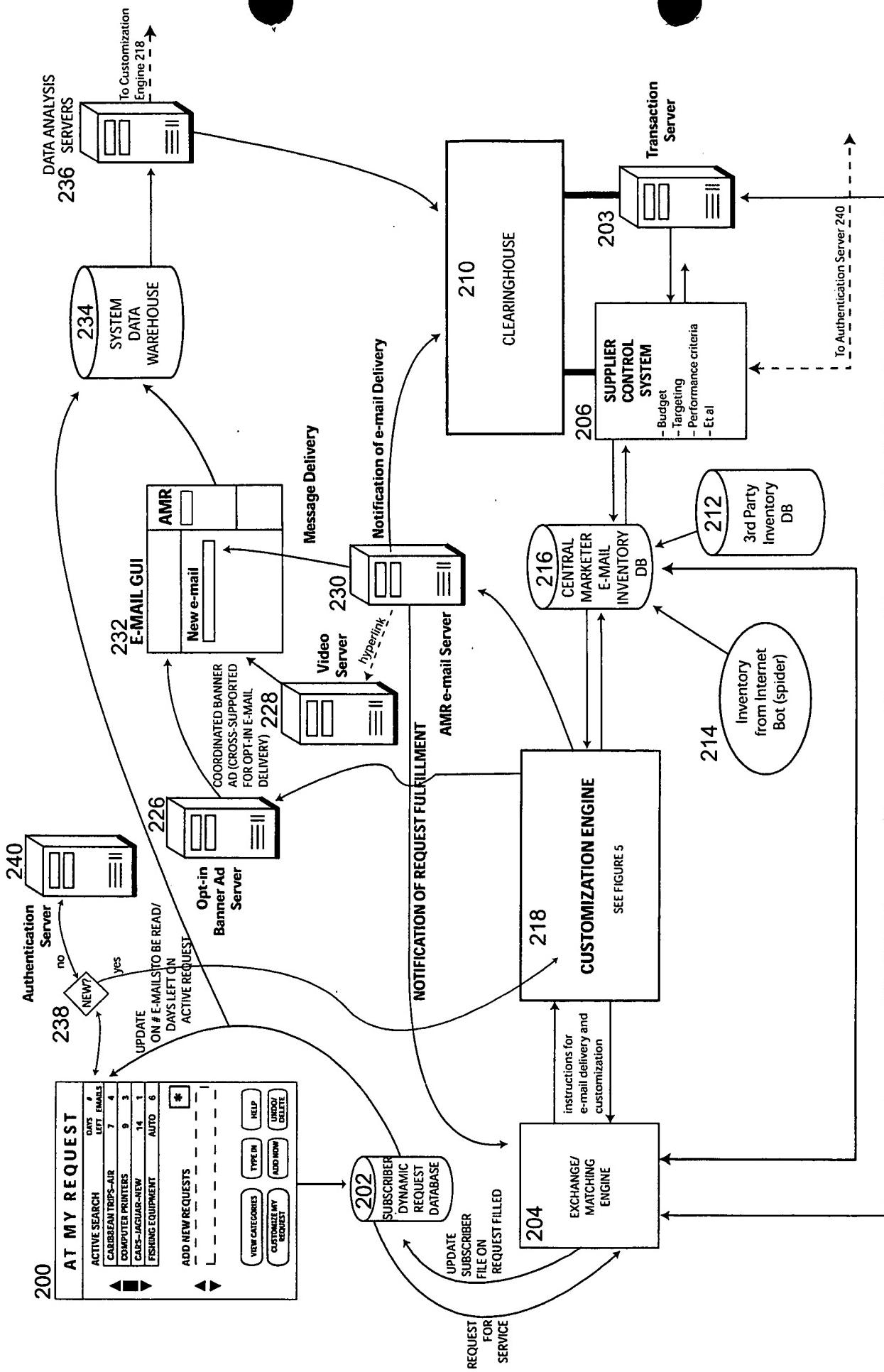


ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY



ACCOUNT-BASED ON REQUEST INFORMATION CONTROL AND EXCHANGE UTILITY



SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION

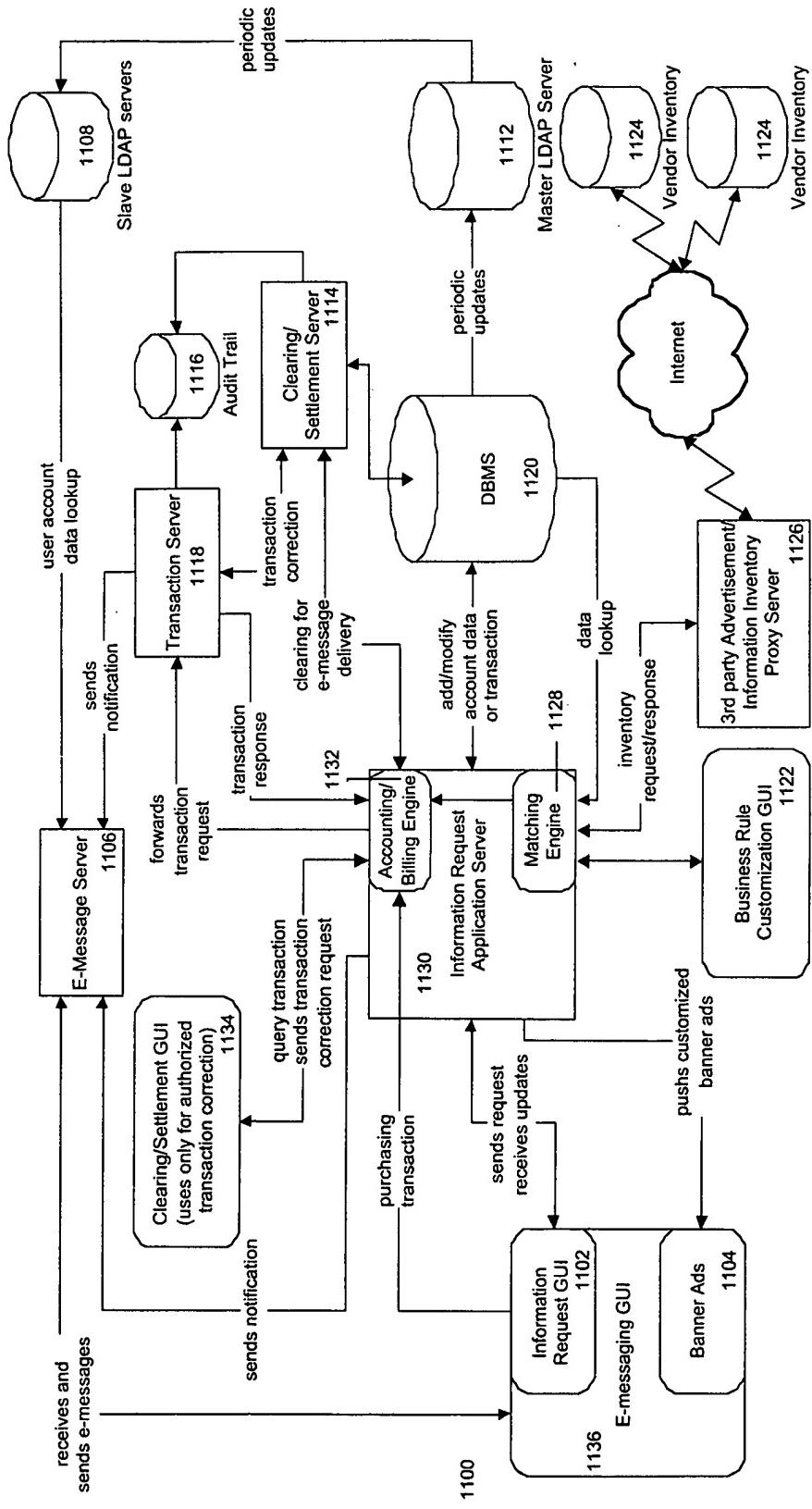
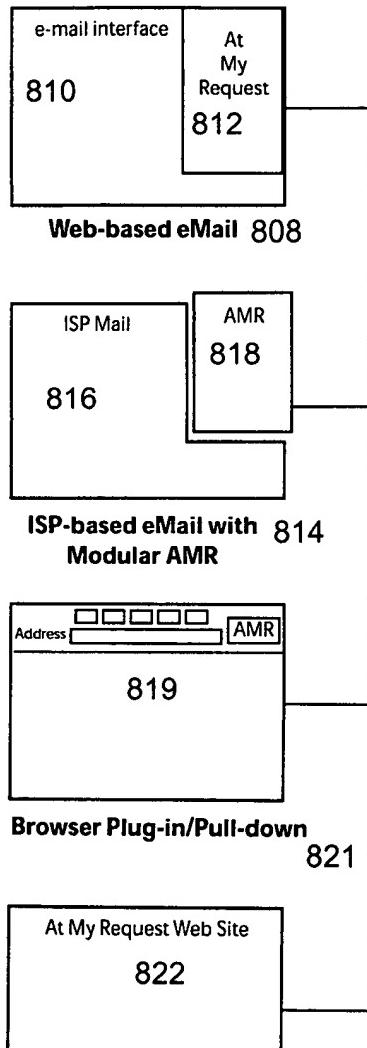


Figure 3

"AT MY REQUEST"—DYNAMIC ON REQUEST SELECTION ENGINE™: USER-CUSTOMIZED SCREEN PERSONAL INFORMATION CONTROL DASHBOARD

800

ALTERNATIVE USER ACCESS



Web site for AMR 820

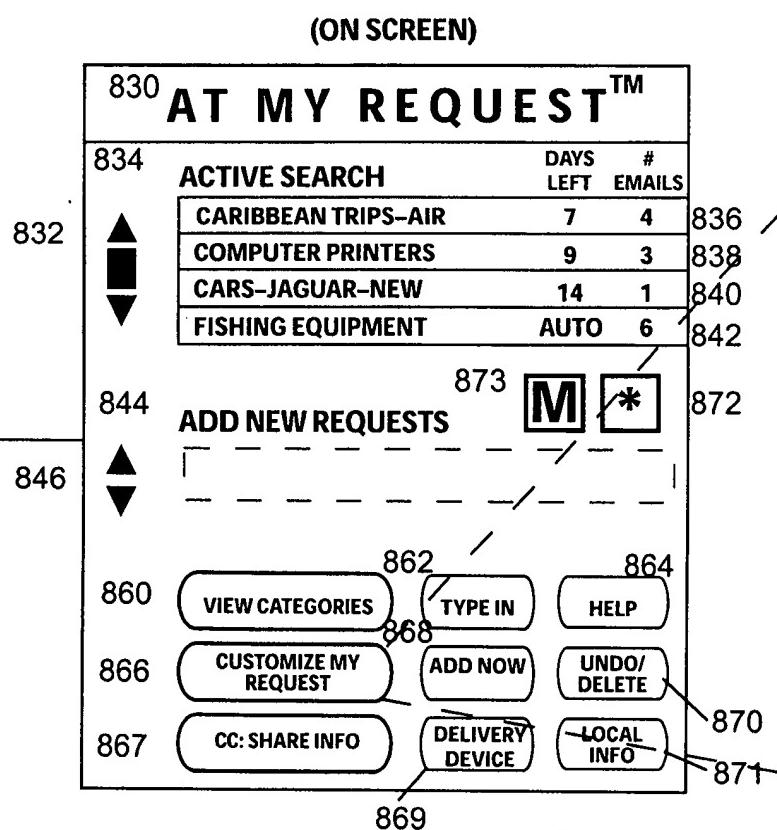
AMR 826

Desktop Application (or Agent) 824 or Thin Client

- a) Hyperlink
- b) Java Applet

802

ON SCREEN AMR FUNCTION



- Can highlight active requests and see what the custom criteria are that have been set.
 - *** Flashing** means new messages from service.
 - CC: SHARE INFO is sent as a forward to friends/family from the AMR user so it doesn't have the appearance of spam.
(An opt-out functionality is provided for such recipients.)
 - [M] is a button that automatically sets forwarding of the emails to go to a Mobile device (in addition to the desktop default.)
 - Local Info button opens new window in which user can designate geographic specifications from which information is desired.

PERSONALIZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804

AMR POP UP FOR REQUEST CUSTOMIZATION

CUSTOMIZE MY REQUEST 876
(if no input will use defaults)

< TODAY'S DATE > 874

CARIBBEAN-TRIPS-AIR 878

880 882 884 886

HOW LONG ACTIVE? DAYS 1 2 3 4 5 6 7
(highlight)
WKS 1 2 3 4 6 8 12
MON 1 2 3 4 6 8 12

NO TIME LIMIT

AUTOMATIC UPDATE? WEEKLY MONTHLY

HOW MUCH? A LITTLE SLIDE LOT (15+)

INCLUDE RELATED SUBJECTS? YES NO

OTHER PREFERENCES

SPECIAL FORMATS? CHECK TO OK
 HTML/PIX VIDEO AUDIO

CC: SHARE INFO **<ADD FRIENDS TO RECEIVE>**

DELIVERY DEVICE **<DEVICE PREFERENCES>**

898 899

OK TO ADD UNDO NEXT SEARCH
MY PROFILE MY ACCOUNT HISTORY MY eWALLET
CANCEL

850 852 851

Preferences are user-coded (and/or based on historical usage)

CC: SHARE INFO 801

802 CREATE LIST:
FORWARD INFO FROM THIS REQUEST TO THIS NEW LIST:

803 **<TYPE IN YOUR CC'S>**

804

805 **<ENTER LIST NAME>** 806

807 USE EXISTING LIST:
FORWARD INFO FROM THIS REQUEST TO EXISTING LIST:

813 **LIST A: MY FISHING BUDDIES**

809 JOHN2001@AOL.CO
 BILLSMITH54@EL.NET
 JOE+SWIFT@LSN.COM

815 ADD ALL EDIT LIST 817 CANCEL ACCEPT CHANGES 823

849

DELIVERY DEVICE PREFERENCE 825

HOW TO DELIVER @ MY REQUEST INFO:

826 FOR THIS REQUEST FOR ALL MY REQUESTS 827

828 TO E-MAIL @ [HOME]

829 TO E-MAIL @ [WEBMAIL]

831 TO E-MAIL @ [OFFICE]

833 TO MY WEB PHONE @

835 TO MY WIRELESS PDA @

837 TO MY PAGER @

839 TO MY INSTANT MESSENGER @

841 TO MY PRINTER @ IP ADDRESS

843 TO INTERNET APPLIANCE

845 TO FAX OR PHONE

849

CANCEL ACCEPT CHANGES 867

Figure 5b

"AT MY REQUEST"—GEOGRAPHIC REQUEST SPECIFICATION PANEL

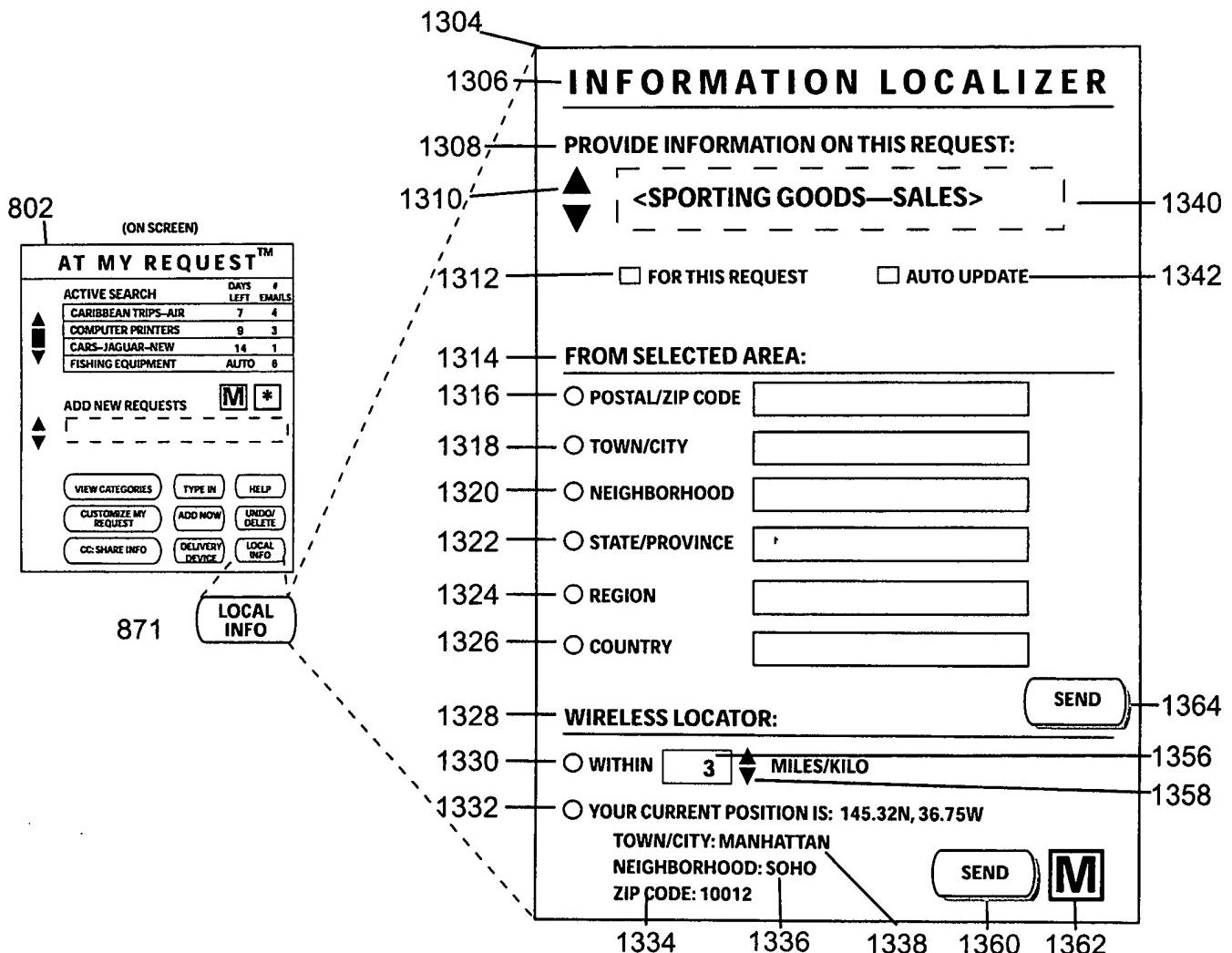


Figure 6

"AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

10200122-0000000000000000

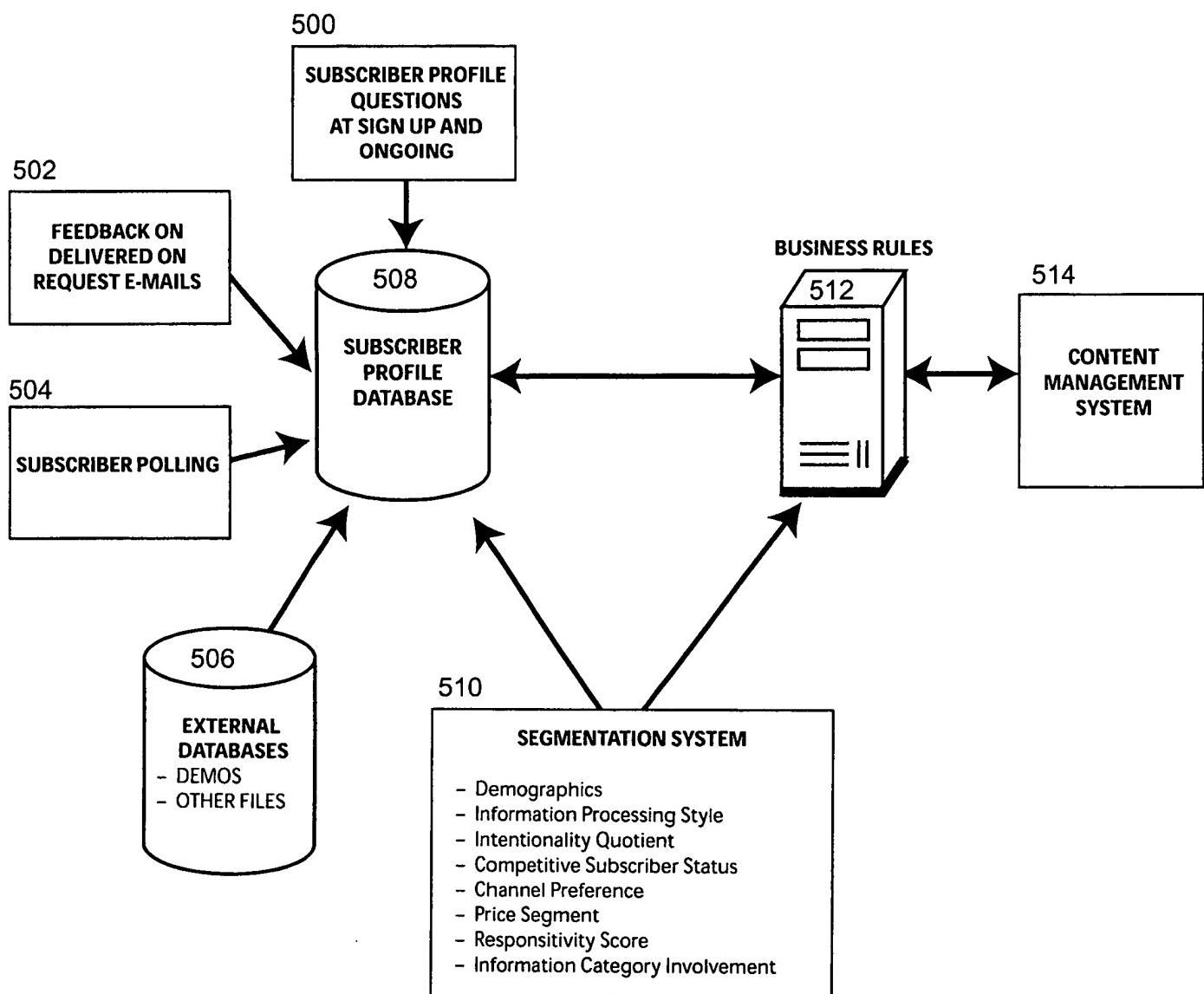


Figure 7

© 2000 ZoëCorp

"AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF ACTIVATION

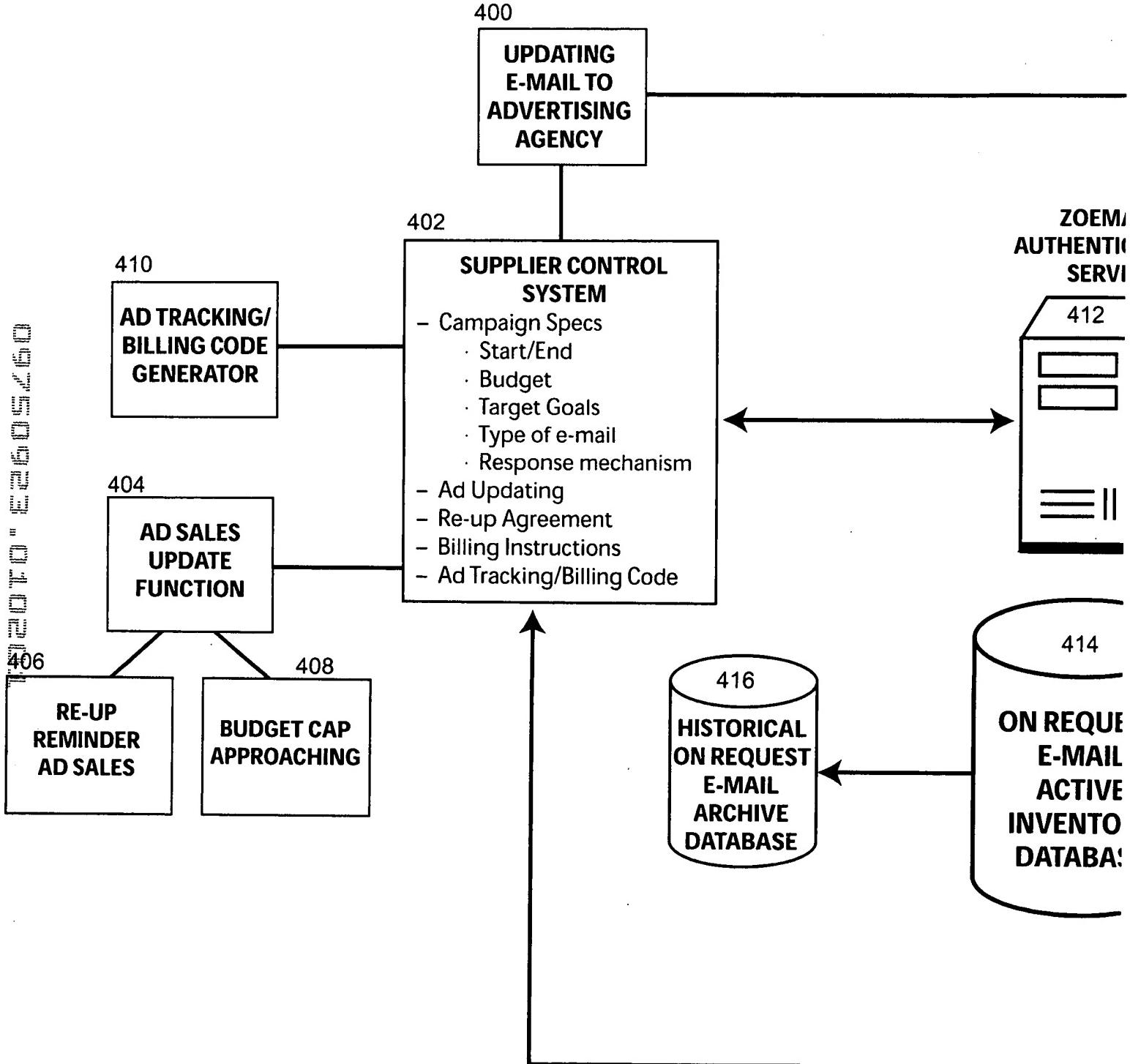


Figure 8a

E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

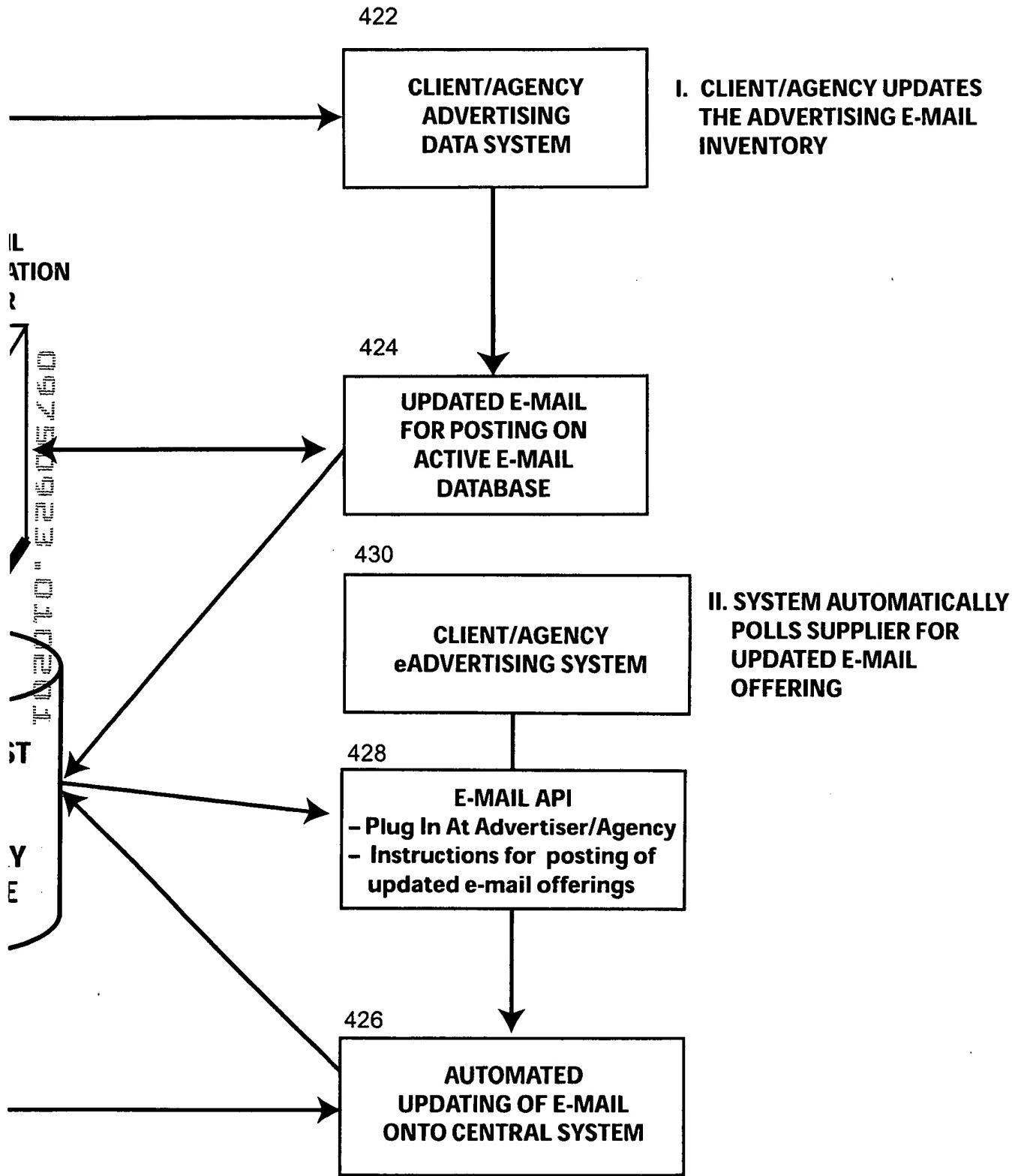


Figure 8b

1400 "AT MY REQUEST"—SUPPLIER ACCOUNT MANAGEMENT INTERFACE

TO DO:
 1. Enter Client Information
 2. Enter Product Lines
 3. Enter Campaigns
 4. Enter Exclusivities
 5. Enter Affiliate Relationship
 6. Enter Master Contract
 7. Enter Current Volume Discount
 8. Enter Brand
 9. Enter Billing Contact
 10. Enter Primary Contact
 11. Enter Backup Contact
 12. Enter Mail Address
 13. Enter Phone Number
 14. Enter Fax Number
 15. Enter E-mail Address
 16. Enter Name
 17. Enter Agency
 18. Enter Client
 19. Enter Date
 20. Enter Time

	DATE:		TIME:					
1402	PRIMARY	<input type="checkbox"/> Agency	<input type="checkbox"/> Client	BACKUP	<input type="checkbox"/> Agency	<input type="checkbox"/> Client		
1404	Name:	1406	1408	1410	1412	1414	1416	
1418	e-mail:							
1420	Phone:							
1422	Fax:							
1424	Mail:							
1426								
1428								
1430	BILLING CONTACT	1446	1448	1450	1452	1454		
1432	1444	PRIMARY	<input type="checkbox"/> Agency	<input type="checkbox"/> Client	BACKUP	<input type="checkbox"/> Agency	<input type="checkbox"/> Client	
1434	Name:							
1436	e-mail:							
1438	Phone:							
1440	Fax:							
1442	Mail:							
1446								
1456								
1458	Client:							
1460	Brand:							
1462	Product Lines:							
1464	Campaigns:	<u><name></u> 1466		<u><tracking code></u> 1468				
1470	Master Contract:							
1472	Affiliate Relationship:							
1474	Current Volume Discount:							
1476	Exclusivities (if any):							
	VIEW PRIOR EDIT	CAMPAIGN PLANNING		CLASSIFY	RESULTS			

1470

1472

Figure 9a

1474

1476

© 2000 ZOECORP

1500 "AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE

1525 DATE:

TIME: 1527

1502 1504 1506 1508 1510 1512 1514 1516 1518 1520 1522 1524 1526 1528 1530 1532 1534 1536 1538 1540 1542 1544 1546 1548 1550 1552 1554 1556 1558	BRAND: _____		PERFORMANCE GOALS			1560 1562 1564 1566 1568 1570 1572 1574 1576 1578 1580 1582 1584 1586 1588 1590 1592 1594 1596 1598 1501 1503 1505 1507 1509 1511 1513
	PRODUCT: _____		Delivery: _____			
	CAMPAIGN: _____		# Responses: _____			
	Name: _____		% Response: _____			
	Execution(s): _____		Cost Per Response: _____			
	Format: <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only					
	Promotional Offer: _____					
	Promotional Updating: _____					
	View e-Mail					
TIME FRAME			TARGET DEFINITION			
Start Date: _____		Run of Service: _____				
End Date: _____		Demographic Preferences: _____				
<input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close		Purchase Intentionality				
Soft Close Criteria:		Targeting Hierarchy: _____				
<input type="checkbox"/> Continue to delivery goal						
<input type="checkbox"/> Add to budget (see below)						
BUDGET			OPTIMIZATION FUNCTIONS			
ORIGINAL		REVISE 1	REVISE 2	<input type="checkbox"/> # Responses		
				<input type="checkbox"/> Cost per Response		
				<input type="checkbox"/> Opti*Mark (Cross Media)		
			BANNER AD INTEGRATION			
			Cross Support Planning			
ROTATION <input type="checkbox"/> HTML <input type="checkbox"/> Video			PRODUCT CLASSIFICATION SUMMARY			
If yes, rotate executions*			Category: _____			
<input type="checkbox"/> To same recipient within ____ days			Sub-category: _____			
<input type="checkbox"/> If cost per response falls ____ % over goal			SKU: _____			
* Execution codes for rotation _____ _____ _____ _____			Price/Range: _____			
			Promotional Type: _____			
			Classification Interface 1515			
Revision History		Acct. Mgt.	Classify	Results Time:		

1517

1519

1521

1523

Figure 9b

F 0 2 0 Y 0 " E 2 6 0 5 2 6 0

1600 "AT MY REQUEST"—SUPPLIER PERFORMANCE & RESULTS ANALYSIS INTERFACE

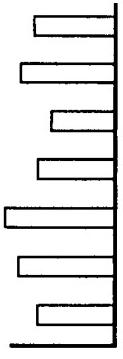
1602	DATE: 1619 TIME: 1621																																												
1604	<div style="float: left; width: 60%;"> E-MAIL RESPONSE ANALYSIS <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign # Replies: _____ % Response: _____ Cost per Response: _____ Total Cost: _____ </div> <div style="float: right; width: 40%;"> <input type="checkbox"/> E-MAIL GOAL ANALYSIS <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Budget</th> <th>To Date</th> <th>Projection</th> </tr> <tr> <th>#</th> <th>#</th> <th>%</th> <th>%</th> </tr> </thead> <tbody> <tr> <td># Replies:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>% Response:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>Cost per Response:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>Total Cost:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table> </div> <div style="clear: both; margin-top: 10px;"> <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only <input type="checkbox"/> Promotional Offer: _____ <input type="checkbox"/> Promotional Updating: _____ </div> <div style="text-align: center; margin-top: 10px;"> VIEW E-MAIL </div>											Budget	To Date	Projection	#	#	%	%	# Replies:	_____	_____	_____	% Response:	_____	_____	_____	Cost per Response:	_____	_____	_____	Total Cost:	_____	_____	_____											
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1624	Promotional Updating:																																												
1626	E-MAIL DELIVERY SUMMARY																																												
1628	<div style="float: left; width: 60%;"> COMPARATIVES <input type="checkbox"/> % Response: _____ <input type="checkbox"/> Cost per Response: _____ <input type="checkbox"/> Index: _____ </div> <div style="float: right; width: 40%;"> <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign </div>																																												
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1640	RECIPIENT BEHAVIOR SUMMARY <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Current</th> <th>Prior</th> <th>1617</th> <th>HISTORICAL RECAP & COMPARISON</th> </tr> <tr> <th>#</th> <th>%</th> <th>#</th> <th>%</th> <th><input type="checkbox"/> Vs. Prior Campaign: # 1 # 2 # 3 # 4</th> </tr> </thead> <tbody> <tr> <td>e-Mail Reply</td> <td>_____</td> <td>_____</td> <td>_____</td> <td><input type="checkbox"/> Criteria: % Response <input type="checkbox"/> # Response <input type="checkbox"/> Cost per Resp.</td> </tr> <tr> <td>Purchase</td> <td>_____</td> <td>_____</td> <td>_____</td> <td></td> </tr> <tr> <td>Web Site Access</td> <td>_____</td> <td>_____</td> <td>_____</td> <td></td> </tr> <tr> <td>Forward</td> <td>_____</td> <td>_____</td> <td>_____</td> <td></td> </tr> <tr> <td>Store</td> <td>_____</td> <td>_____</td> <td>_____</td> <td></td> </tr> </tbody> </table>											Current	Prior	1617	HISTORICAL RECAP & COMPARISON	#	%	#	%	<input type="checkbox"/> Vs. Prior Campaign: # 1 # 2 # 3 # 4	e-Mail Reply	_____	_____	_____	<input type="checkbox"/> Criteria: % Response <input type="checkbox"/> # Response <input type="checkbox"/> Cost per Resp.	Purchase	_____	_____	_____		Web Site Access	_____	_____	_____		Forward	_____	_____	_____		Store	_____	_____	_____	
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1605	TRANSACTION SUMMARY <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Total</th> <th>% Goal</th> <th>Rev to Cost</th> </tr> </thead> <tbody> <tr> <td>Info Fees:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>\$ Purchases (Gross):</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>Today</td> <td><input type="checkbox"/> 7 Days</td> <td><input type="checkbox"/> 30 Days</td> <td><input type="checkbox"/> YTD</td> <td><input type="checkbox"/> Campaign</td> </tr> </tbody> </table>											Total	% Goal	Rev to Cost	Info Fees:	_____	_____	_____	\$ Purchases (Gross):	_____	_____	_____	Today	<input type="checkbox"/> 7 Days	<input type="checkbox"/> 30 Days	<input type="checkbox"/> YTD	<input type="checkbox"/> Campaign																		
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1611																																													
1613																																													

Figure 9c

T O E D T O " E 2 6 0 5 2 6 0

1700 "AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE

1702	1704	BRAND:		Start Date:	1754	TIME:	1756
1706	1708	PRODUCT:		End Date:	1760		1758
1708	CAMPAIGN:			<input type="checkbox"/> Hard Close	<input type="checkbox"/> Soft Close		
1710	E-MAIL:			<input type="button" value="SEE ORIGINAL"/> <input type="button" value="EDIT"/>			
1712							
1714							
1716	Category:			PROMOTIONAL OFFER			
1718	Sub-category 1:			Promo Type:			
1720	Sub-category 2:			<input type="checkbox"/> Rebate 1774	<input type="checkbox"/> Free Premium 1784		
1722	Sub-category 3:			<input type="checkbox"/> Instant Refund 1776	<input type="checkbox"/> Self-Liquidator 1786		
1724	Sub-category 4:			<input type="checkbox"/> Coupon Voucher 1778	<input type="checkbox"/> Referral Incentive 1788		
1726	Sub-category 5:			<input type="checkbox"/> Two-Fer 1780	<input type="checkbox"/> Other: _____		
1728	Sub-category 6:			<input type="checkbox"/> Free Trial 1782			
1730	Sub-category 7:			Promo Start Date:			
1732	Sub-category 8:			Promo End Date:			
1734	Sub-category 9:			Incremental cost for promo:			
1736	Sub-category 10:			Per Use \$ _____ Budget \$ _____			
1738	PRICING			Criteria for promo duration:			
1740				<input type="checkbox"/> # Responses			
1742				<input type="checkbox"/> Promo \$ _____			
1744	■ Base Price:	\$ _____ / _____					
1746	■ Special Offer to Preferred Customer	\$ _____ / _____					
1748	■ 1st Reduction	\$ _____ / _____ / _____					
1750	■ 2nd Reduction	\$ _____ / _____ / _____					
1752	■ 3rd Reduction	\$ _____ / _____ / _____					
				BANNER AD INTEGRATION			
				Ad: <Headline>			
				Code:			
				Start Date:			
				End Date:			
				When Run:			
				<input type="checkbox"/> When Request is Made 1721			
				<input type="checkbox"/> After First e-Mail Sent 1723			
				<input type="checkbox"/> With Each New e-Mail Group 1725			
				<input type="checkbox"/> At Reply 1727			
				<input type="checkbox"/> Stop After Request Not Active 1729			
				<input type="checkbox"/> Continue After Request Not Active 1731			
				1733	1735	1737	
				<input type="button" value="Planning"/>	<input type="button" value="Results"/>		
				<input type="checkbox"/> Acct. Mgt.			

Figure 9d

"AT MY REQUEST"—SUBSCRIBER HISTORY

(maintained by system as secure, private data)

TO REQUESTED INFORMATION

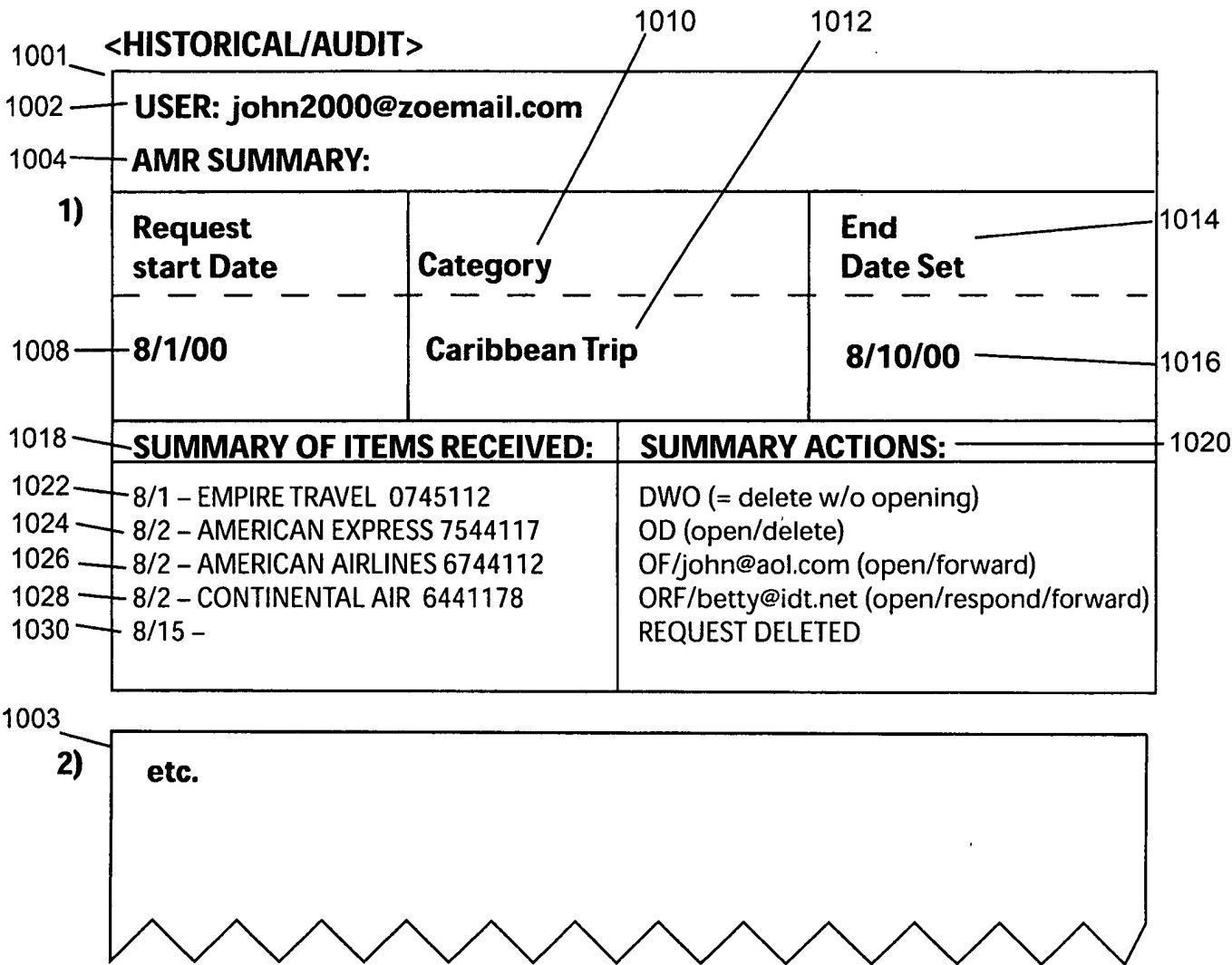
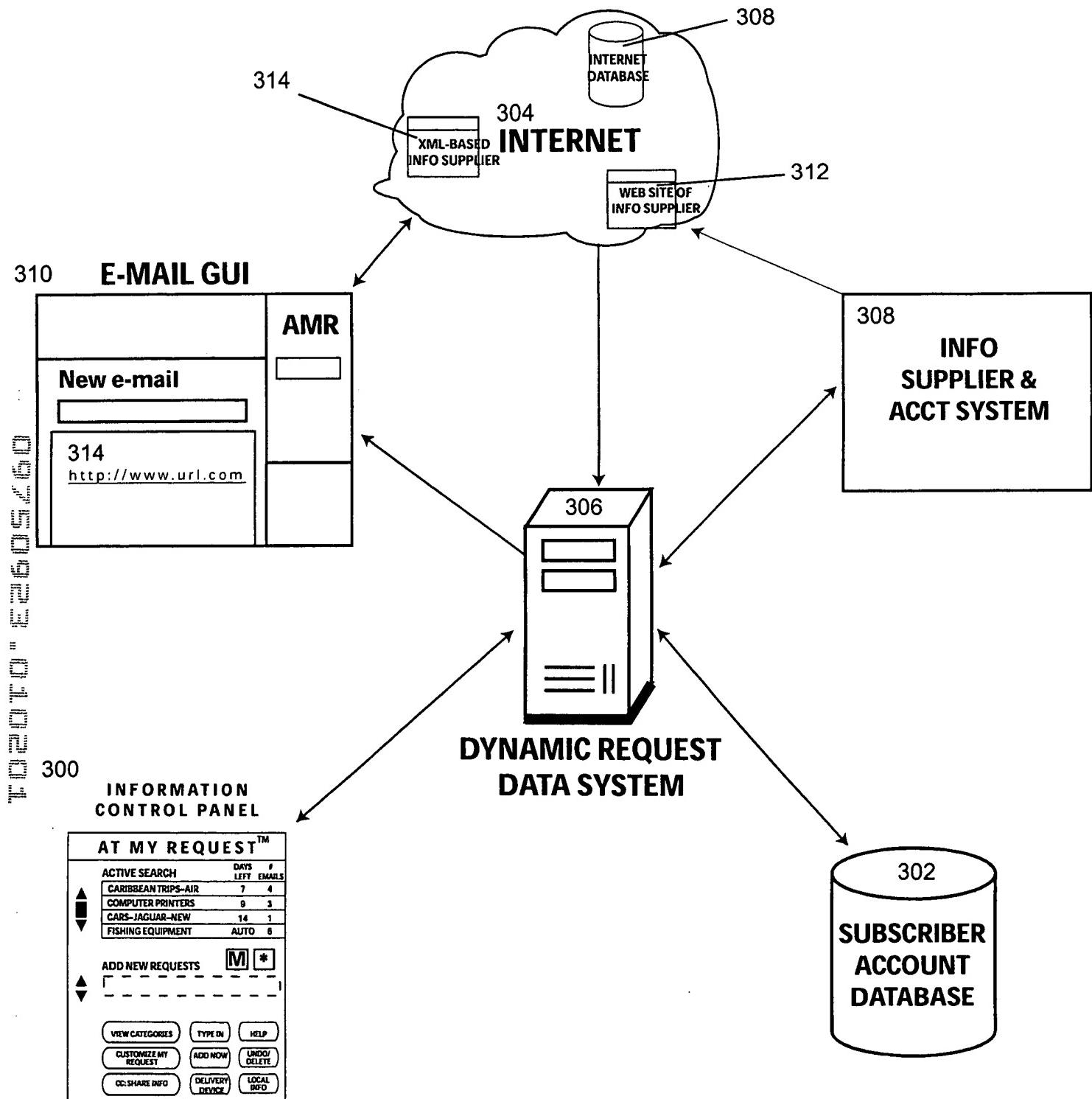


Figure 10

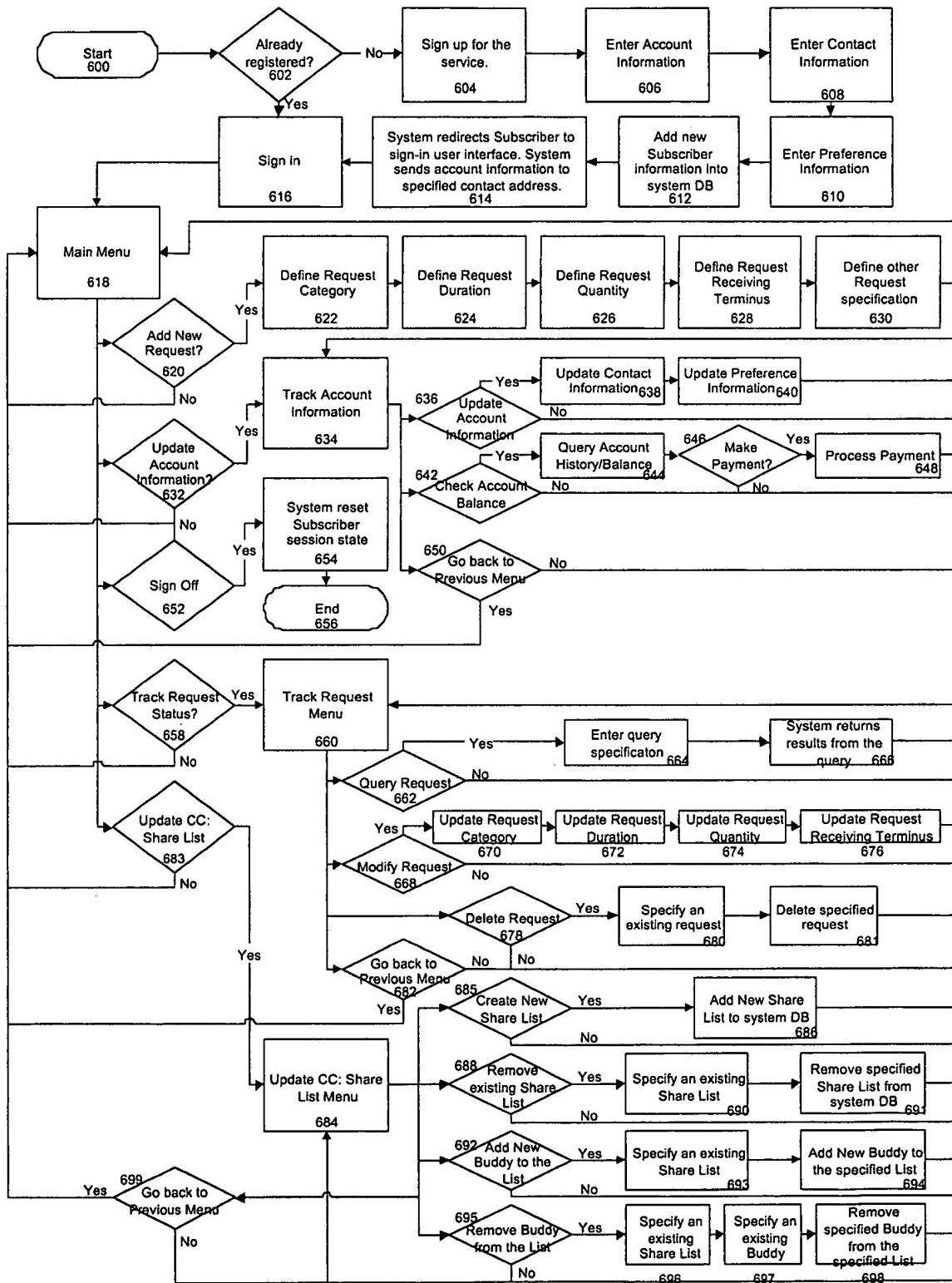
AT MY REQUEST
ALTERNATIVE EMBODIMENT
USER ACCOUNT-DRIVEN, SEARCH ENGINE-BASED REQUEST FULFILLMENT SYSTEM



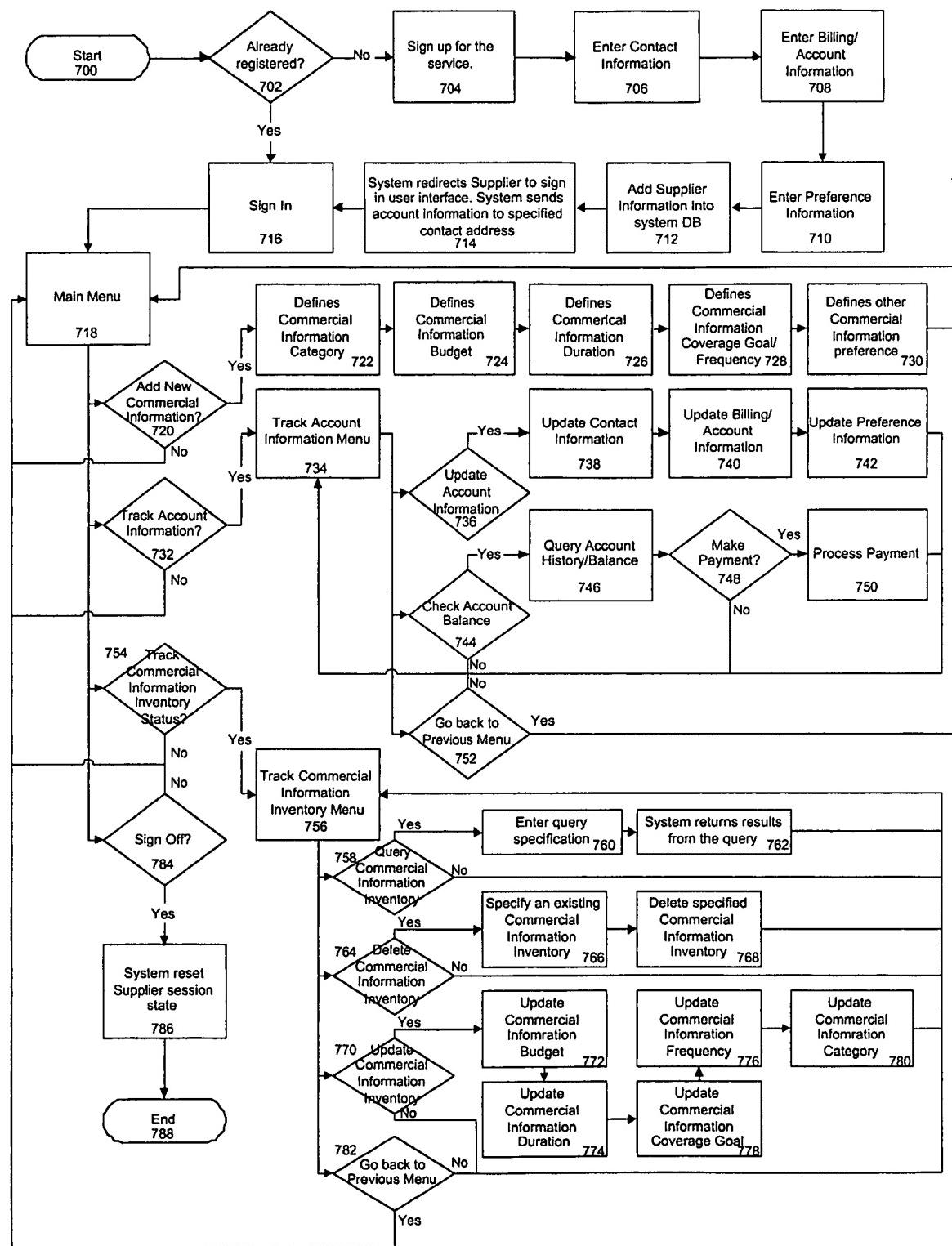
This is an alternative system to the primary system of Figure 1

Figure 11

SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



SYSTEM USE CASE FLOW CHART

